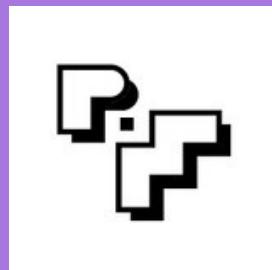


CASE STUDY



IMPROVING ONBOARDING AND
FIRST-TIME USER EXPERIENCE



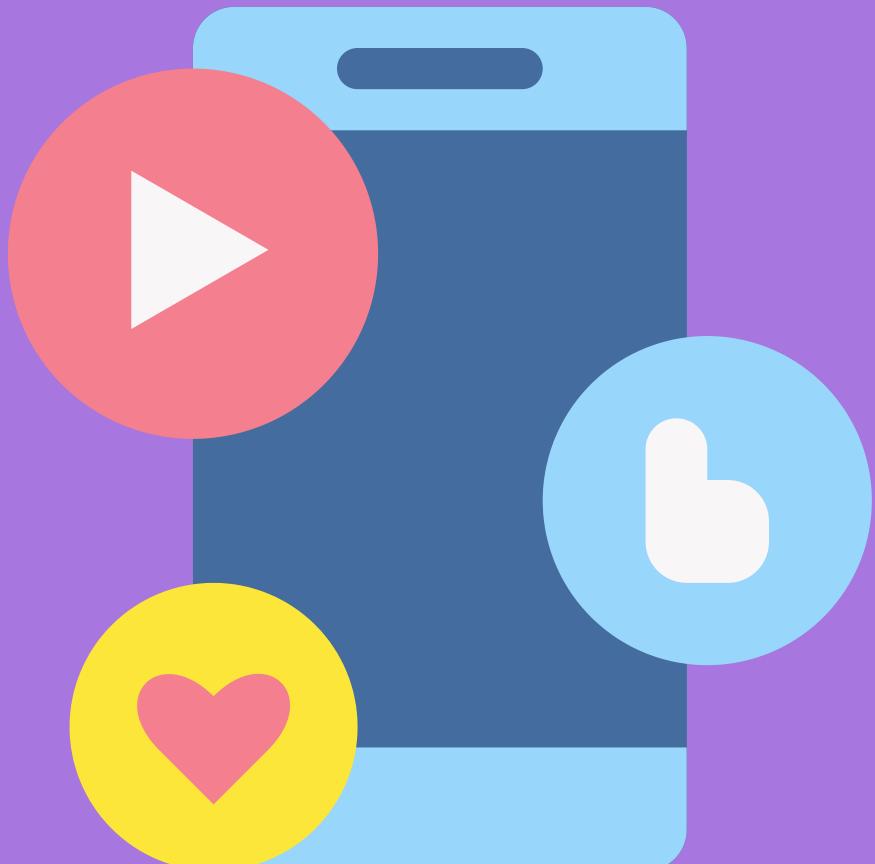
PM School

Live

Challenge

#125

PRESENTED BY : KARTIKEY NAHARIA



ABOUT MASTODON

- Decentralized, open source and distributed social network with independent user-managed servers
- Offered by a large number of independently run nodes, known as instances, each with its own code of conduct, terms of service, privacy policy, privacy options, and content moderation policies
- Uses shared protocols allowing users to interact with other users on computers running compatible software packages[9] such as PeerTube and Friendica
- Ad free and crowd-funded
- Gained popularity after acquisition Twitter by Elon Musk.

PROBLEM STATEMENT

Revamping onboarding improving first time user-experience



**SUCCESS METRICS
(TO BE IMPROVED)**

Retention Rate

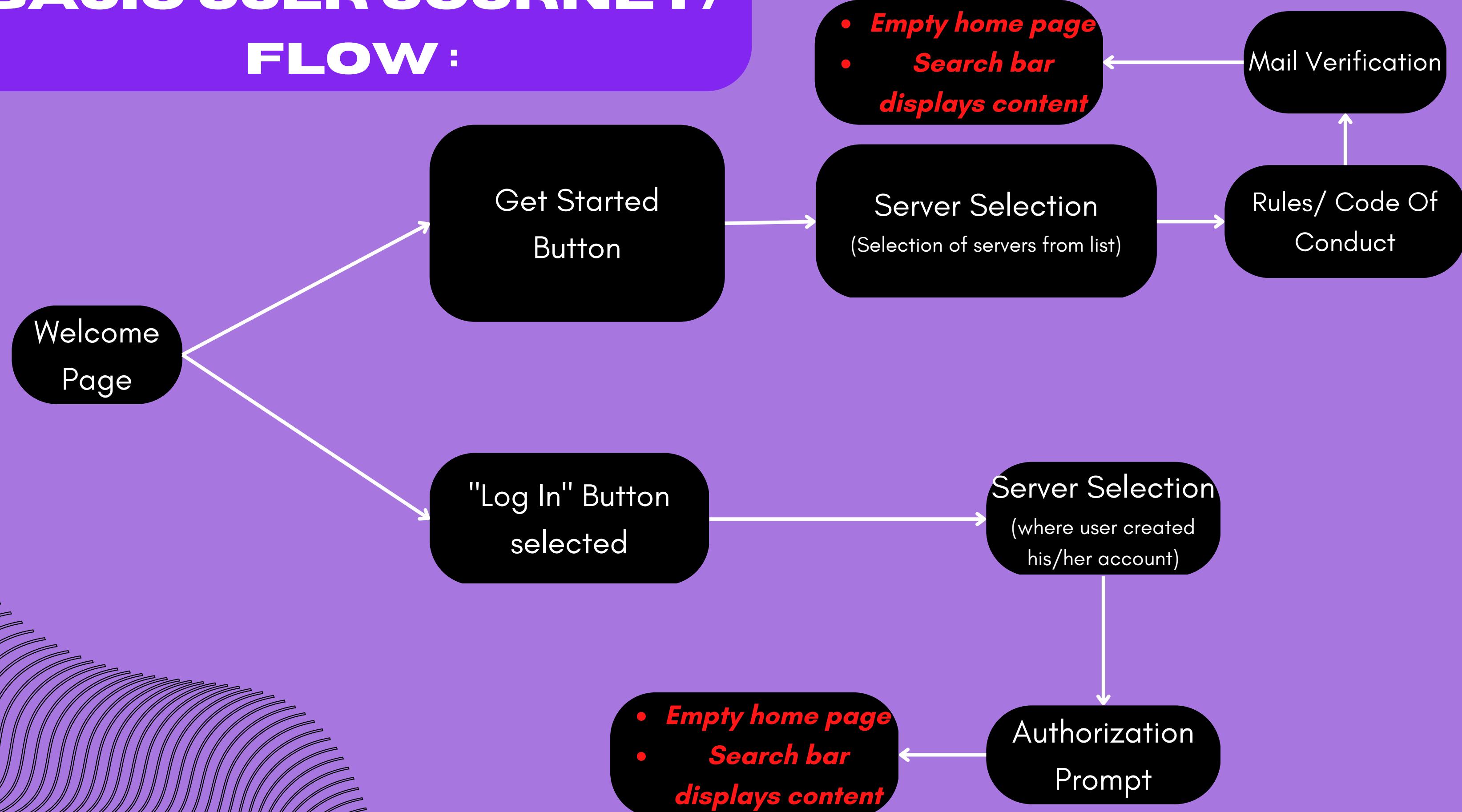
NPS

Engagement

Pages per session

Customer Satisfaction Score

BASIC USER JOURNEY/ FLOW:



USER PERSONA



Veer Sharma

21, M

College Student

Want some new engagement similar to Twitter. Its tough to stay in a single community when no-one is talking.

Frustrations:

App lacks stickiness

- Confusing UI/UX
- No examples of posts before joining a group
- Poor Media manager

Goals:

- Switching community feature rather than creating a new account
- Simplified sign-in/sign up page with servers selection with given examples of posts
- Reduce tensions between old and new Mastodon users



Swati Suman

29, M

Social Media Influencer

Loves engaging with people. Works passionately to provide her audience the latest content, memes, knowledgeable info.

Frustrations:

- People have to be kept in waitlist for long period before joining
- Lack of moderation tools and bots
- More users hence more traffic ; slower servers

Goals:

- Moderation tools
- Redefined content posting tools
- Easier user flow for in-app movement
- Easy connection between 2 Instances or servers

VEER'S APP JOURNEY



Activities



Motivation

- Twitter alternative
- Fresh breathe of air
- Open source and decentralised

Exploration

- Poor UI/UX components
- No posts or suggestions come at home page.
- Empty home page at startup

Engagement

- Community is highly knitted
- People from different communities can't connect apart from external convo
- Tough to manage multiple accounts for different servers

Retention

- Very less users as of now compared to a proper community
- Weird accounts setting page
- Whom to follow and which account to follow

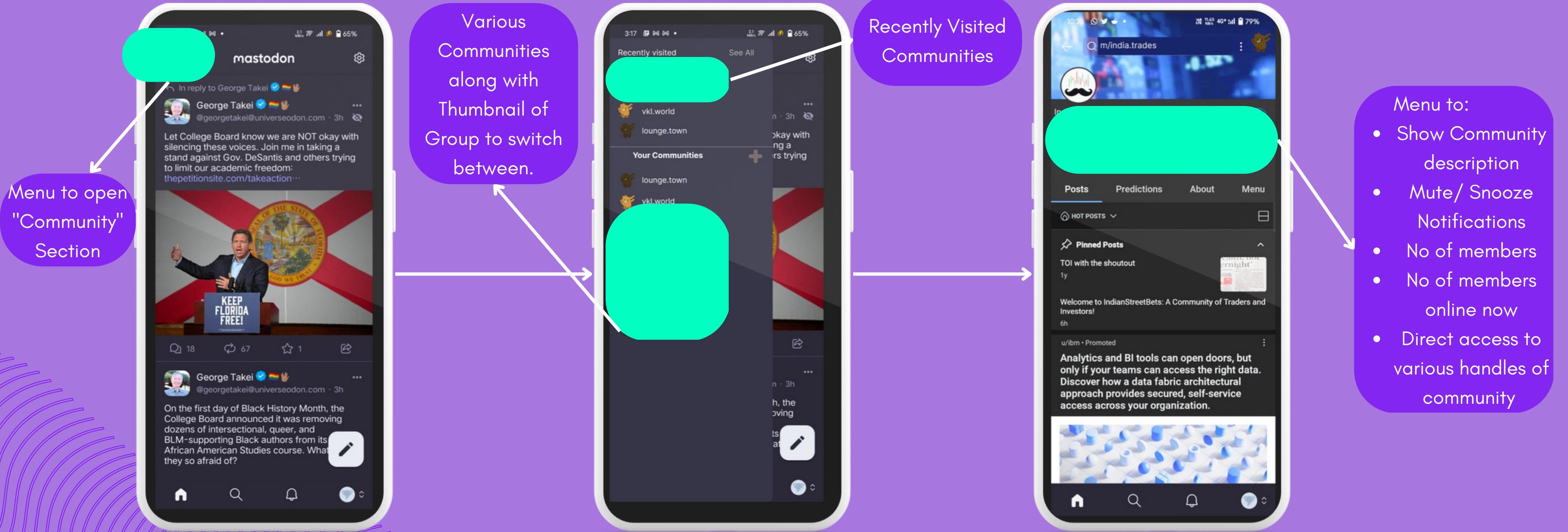
!! App's flow is polished but suffers from:
Poor Navigation
• No posts or suggestions come at home page.
Servers selection is complicated

!! App is polished but very complicated with lacking features. It sometimes feels like its behaving like Reddit and trying to be Twitter not being anything of the two.

!! App's idea of engaging users is all-together killing it by restricting users to be on community at a time. Complicated rules and code of conduct for every community is tough

!! App's main problem with Retention is lack of dedicated users. Not every user would like to limit his/her "Toots" to a single community

FEATURE 1: MULTIPLE COMMUNITIES/ SERVERS



User Story:

Its tough for me to stick to a community. I want a mix of different communities to provide to. Several communities under one user ID would reduce the hassle using multi-account or multi-user features. One Mastodon account for all Mastodon features

A proper description page for community.

Displays:

Popular Posts/Toots

Predictions Column

- About (Moderation rules can be entered here for better remembrance)

Multiple communities behind Menu button:

Features:

User can switch available communities

- Easy access to past visited communities

Option to create a new community

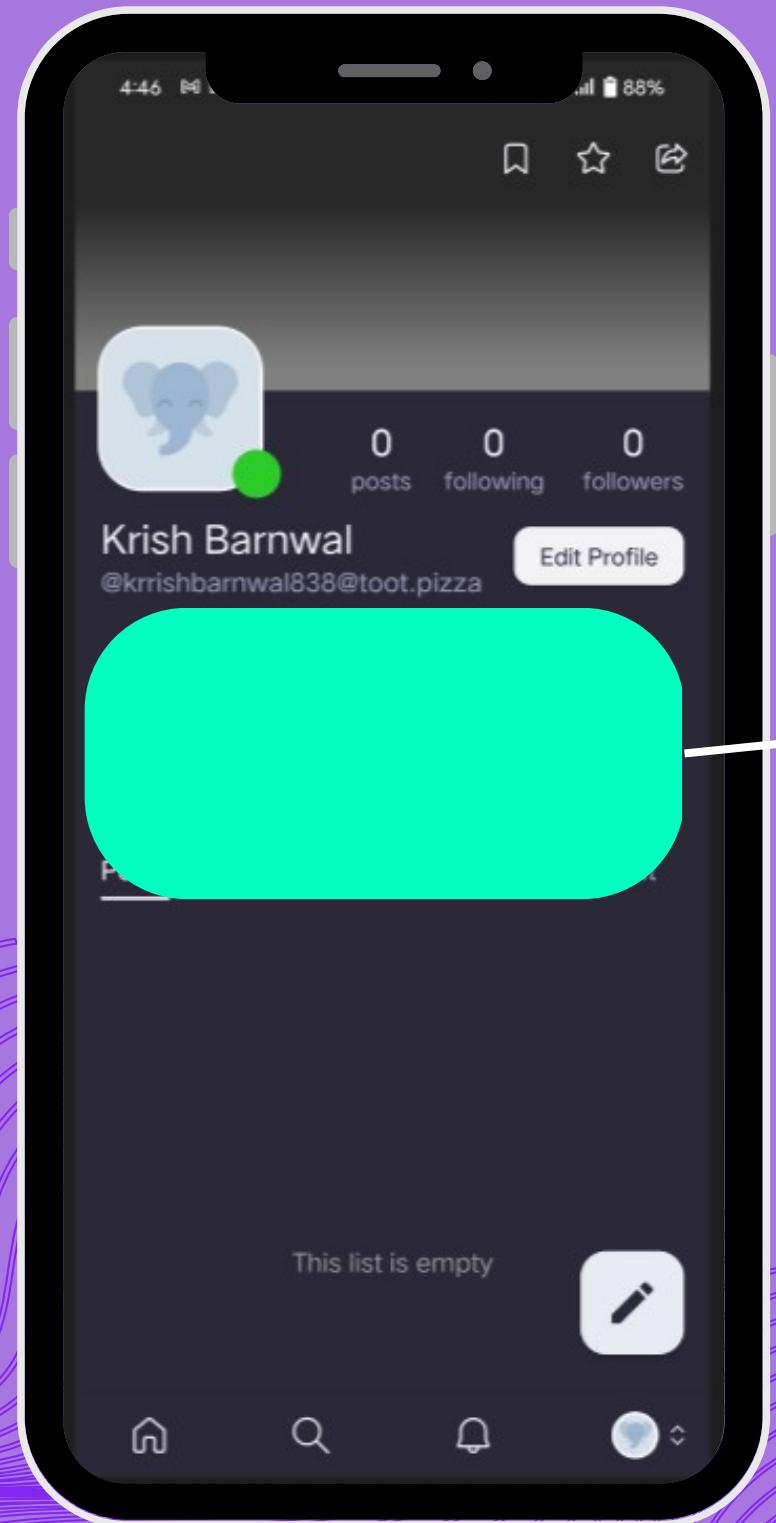
Value / Business Proposition :

- Less user drop-offs
- Engagement booms
- No of clicks reduce significantly
- Retention improves

Metrics Impacted:

- Retention Rate
- Engagement
- Pages Per Session
- CSAT (Customer Satisfaction Score) Improves

FEATURE 2: MODERATION & GAMIFICATION FEATURES



Gamification

Adding Gamification features including:

- Mastodon age
- No of Instances points
- Avatar Feature

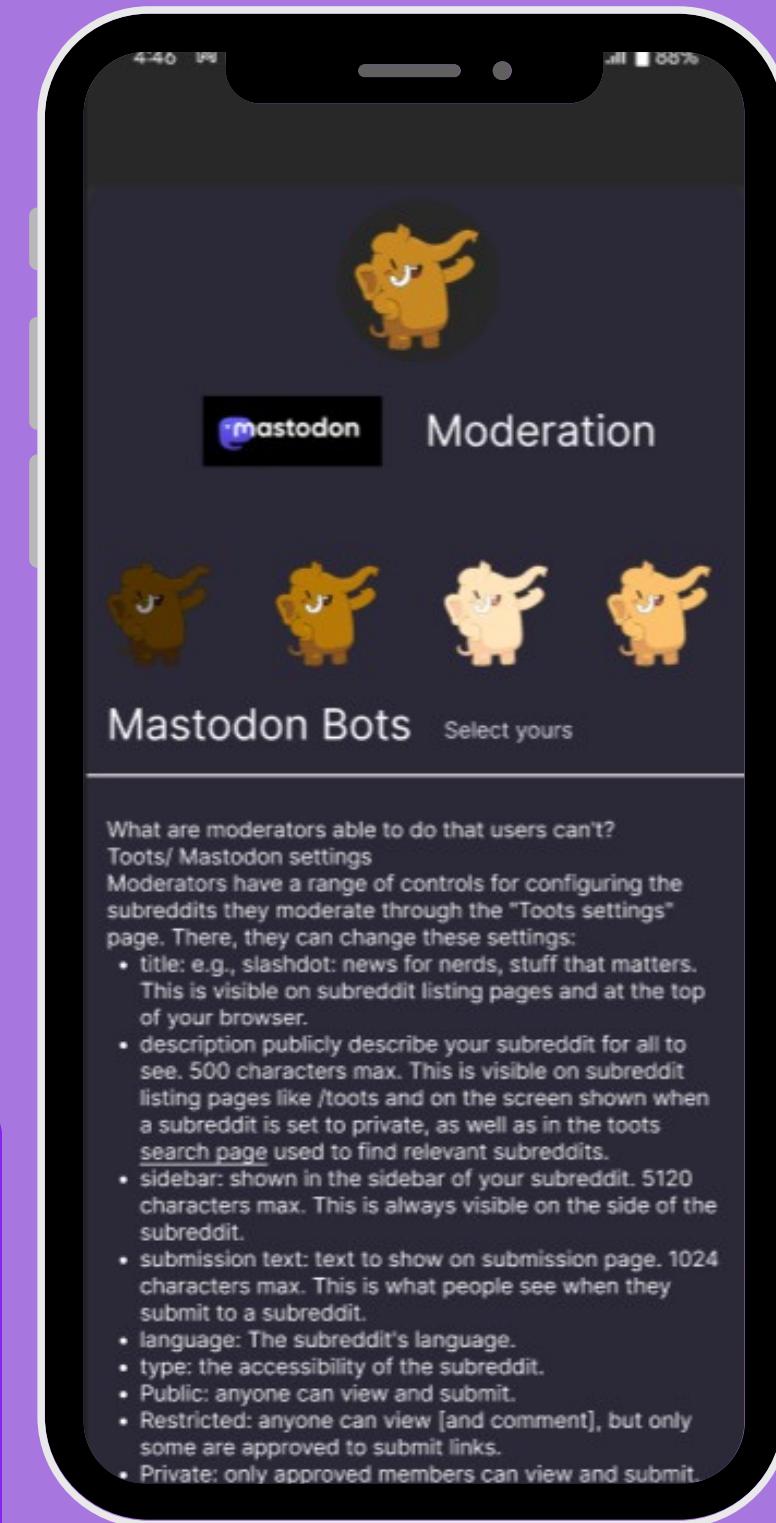
Moderation

Mastodon bots to execute auto-prompts. Modified to perform tasks.

Bots can be deployed to recognize unwanted activity and respond to malicious posts and activity. Automation reduces hassle of server owners.

User Story:

"I find Mastodon tough to stick to. It lacks engagement and **competitiveness among the users itself. Moreover the moderation features are too much mechanized right now, they need to be automated to reduce the pressure on Server owners to monitor and skip long queues of account deactivation issues because of terms violation.**



- title: e.g., slashdot: news for nerds, stuff that matters. This is visible on reddit listing pages and at the top of your browser.
- description publicly describe your reddit for all to see. 500 characters max. This is visible on reddit listing pages like /r/toots and on the screen shown when a subreddit is set to private, as well as in the toots search page used to find relevant subreddits.
- sidebar: shown in the sidebar of your reddit. 5120 characters max. This is always visible on the side of the subreddit.
- submission text: text to show on submission page. 1024 characters max. This is what people see when they submit to a subreddit.
- language: The reddit's language.
- type: the accessibility of the reddit.
- Public: anyone can view and submit.
- Restricted: anyone can view [and comment], but only some are approved to submit links.
- Private: only approved members can view and submit.

FEATURES

Gamification Features:

- Introducing Mastodon Age
- Points Table,
- Modify your profile using Avatar feature, customize your appearance to stand out among mastodon users

Moderation Features:

- Introducing bots to ease automations
- Each community can create a different T&C Page to be followed by users over the top of a generalised moderation feature for entire platform
- Proper admin moderators framework to work out the change

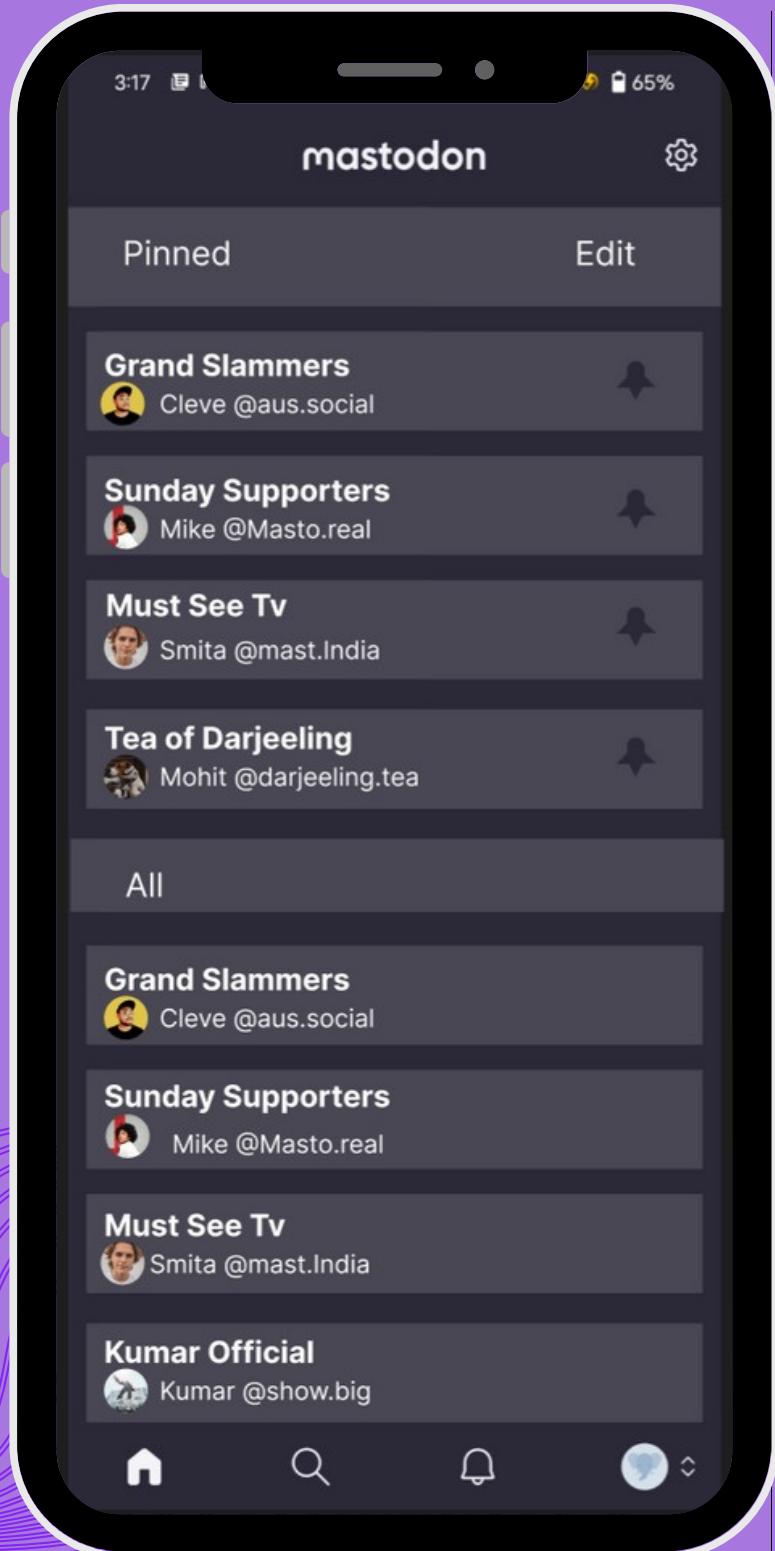
Value / Business Proposition :

- Dedicated user base
- Helps understanding user sentiments
- Improving online traffics and website ranking

Metrics Impacted:

- Time Spent
- Engagement
- Customer Lifetime Value
- NPS (Net Promoters Score)

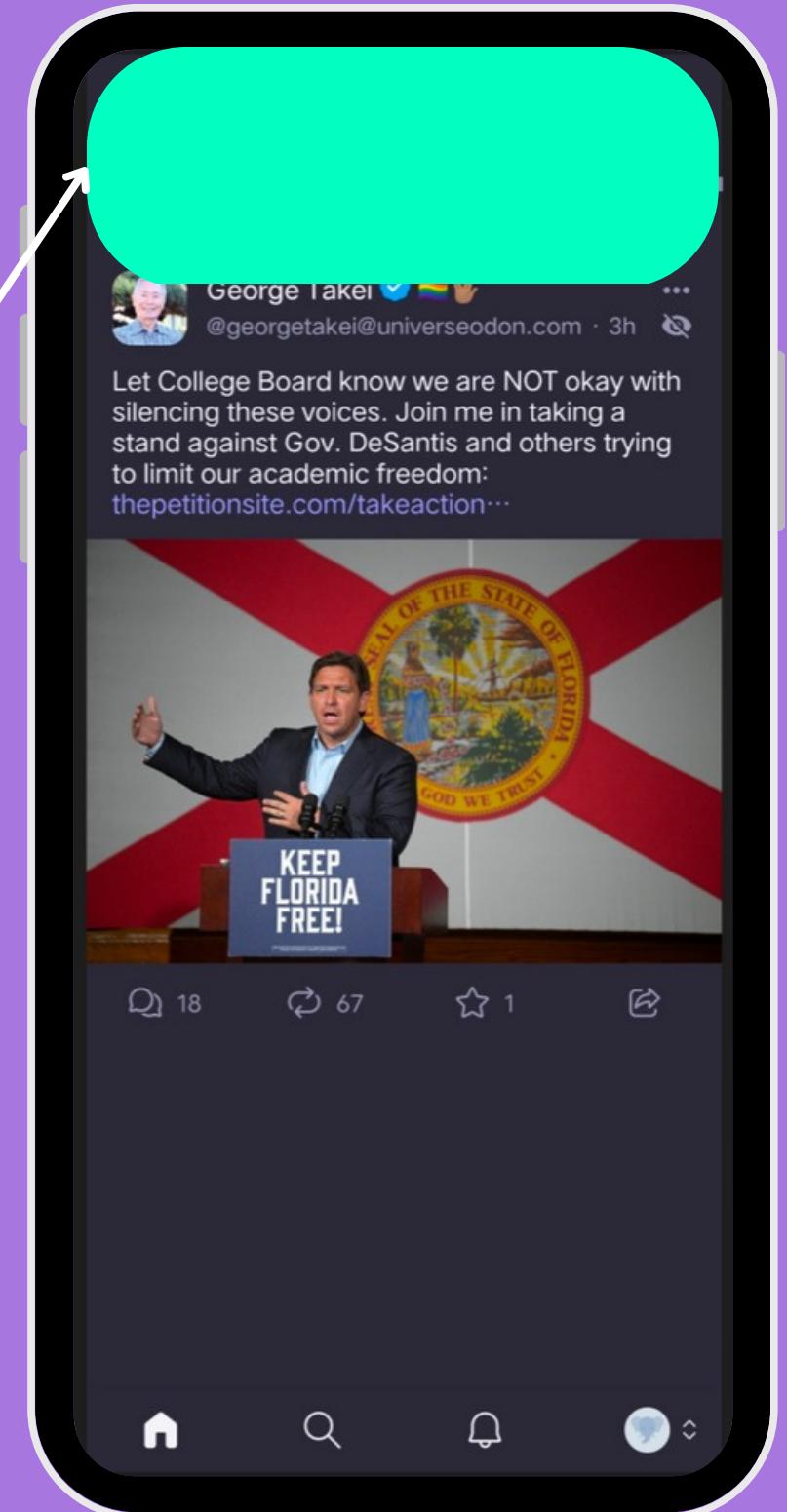
FEATURE 3 : MASTODON LISTS & TIMELINE



A prioritizing feature to create a list of your toots by group, topic or interest. You can also pin users/groups to never miss out what's important to you.

Timeline feature : To catchup your list of most important to you

" **User Story:**
I follow a lot of users and hence miss out a lot of toots. I need a mechanism to prioritize a list of important "What I Want To See" over "What The Algorithm Wants Me To See"



FEATURE

Mastodon Lists feature helps you create a list of most important toots which you never would like to miss out. You can further keep a track of users who follow you. You can also knit a small group of friends, people, family members to aholt everything the way you want it to be.

User benefits

Knitting a small community

- Never miss out updates from important ones

Competitor lists

Staff management

Event organization
and much more...

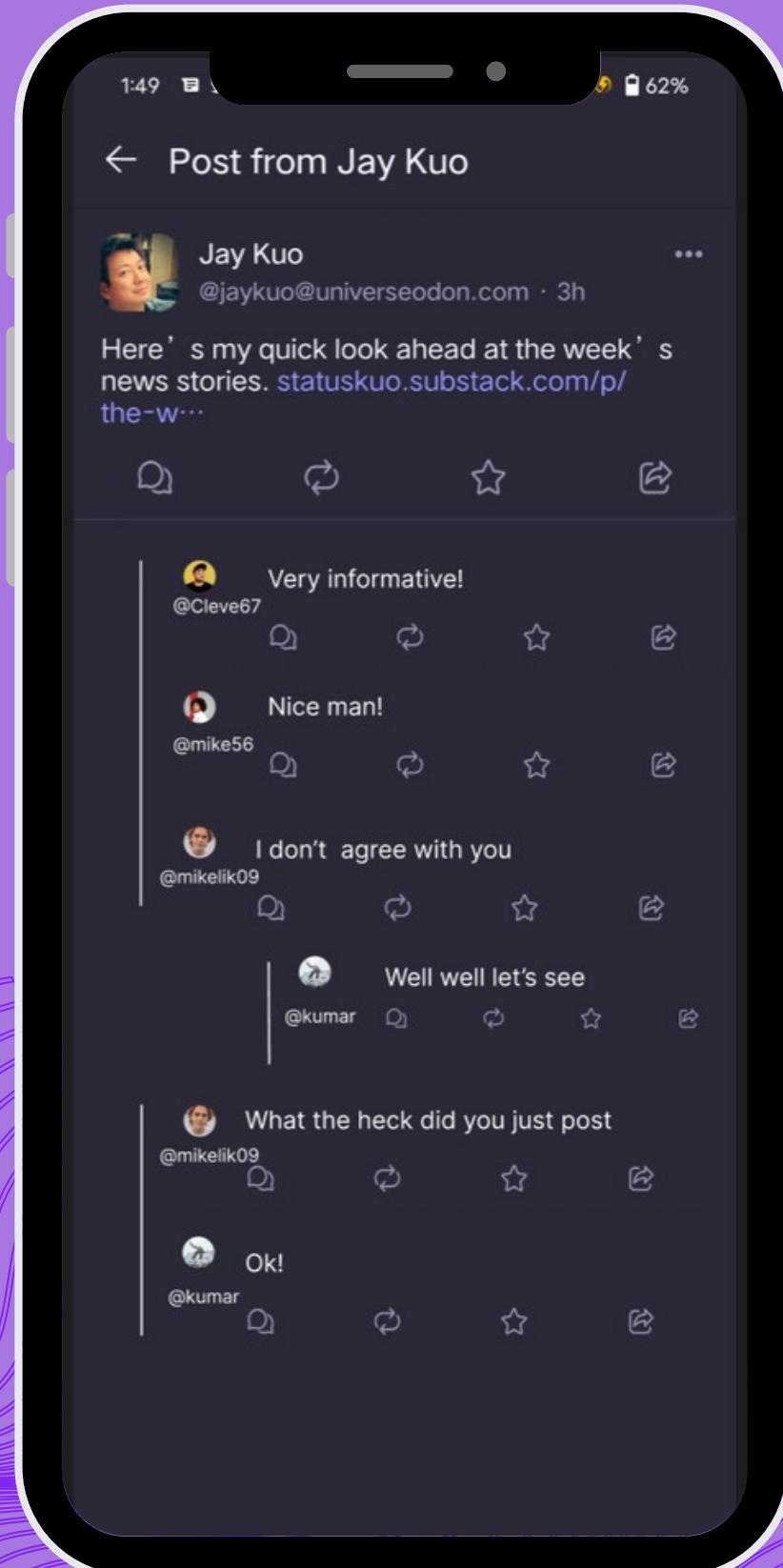
Value / Business Proposition :

- Streamline marketing for your business
- Community building for influencers
- Business Promotion, Brand Marketing and creating a Segmentation of followers

Metrics Impacted:

- Clicks
- Customer Prioritization
- Link Clicks
- Impressions

FEATURE 4: COMMENT THREADING



User Story:
"When ever I am through a tough discussion , chats cluttered with lot of comments I find it tough to know who commented to whom. Lack of hierarchy for the same

FEATURE

Threading comments and discussions make it look less messier. Easy readability. Better user experience. Discussions turn dynamic.

- Metrics Impacted:**
- CSAT score
 - User Engagement
 - Time Spent

Strategy 1 :

Colored ticks can be introduced based on a subscription model for a certain timeline, something that can differentiate users and influencers

Strategy 2 :

Gamification with enhanced avatar openings can be employed same on a subscription model.

A GUESSTIMATE ANALYSIS

- Expected user footfall : 0.04% of users
- An expected sum of 8 dollars or less a month can be helpful in monetizing the platform.
- An expected no of 3 mn users on Mastodon. We have;
 $3\text{mn} * 0.04\% * 8 = 9.6 \text{ K bucks}$

Strategy 3 :

Selling ads, charging for showing ads can also be helpful in growing local businesses against a certain small sum of money charged from businesses itself

FEATURES PRIORITISATION

Feature	Reach (% of users)	Impact (Scale 1-5)	Confidence (% out of 100)	Effort (1-5)	Rice Score	Rank
Multiple Servers	95	4.5	95	4	1.01	2
Moderation	80	4.5	85	3.5	0.87	5
Gamification	85	3.5	80	3	0.92	4
Mastodon Lists	85	4.5	90	3.5	0.98	3
Threading Comments	90	4	85	3	1.02	1

GO TO MARKET STRATEGY



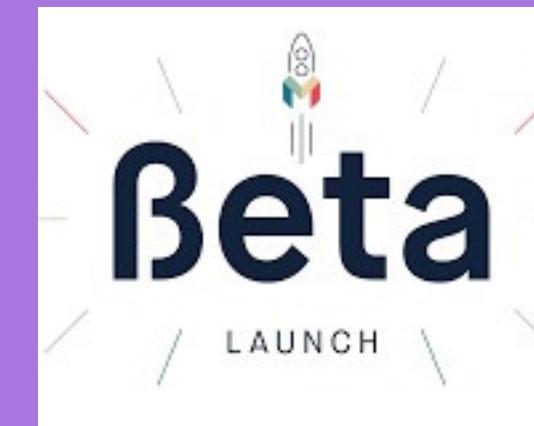
Market Research

Analysing the app's existing features.
Curating a list of pain points corresponding to new and existing users. Conducting surveys and in-app suggestions to track user behavior's and patterns alongside what they want



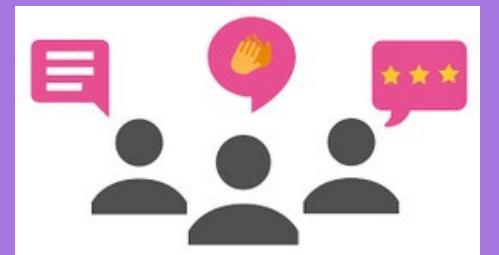
Feature Development and Testing

Developing top 3 features including Comment Threading, Multiple Community switching and lists.
Feature development with user stories in mind



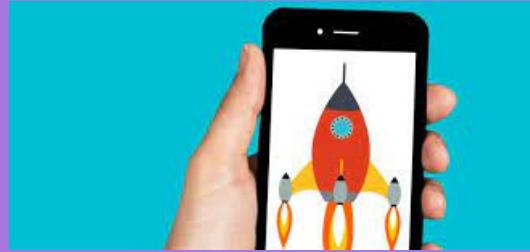
Beta Launching

Pushing Beta updates to select users based on location, requirements interested in the process



Feedback collection and iteration

In-app surveys and suggestions regarding processed updates, scope and area of improvement can be spaced out to improve the existing feature and curtail what's important



Promotion and Final Release

Final feature release to impact the market.
Promoting on different business and media channels



THANKS !

